

PROSPECTUS '26

**The Joint Conference on Social Work,
Education and Social Development**

**HARAMBEE, FOR SUSTAINABLE
SHARED FUTURES**

26–29 JUNE 2026

KENYATTA INTERNATIONAL CONVENTION CENTRE, NAIROBI, KENYA



Welcome to SWSD 2026



Dear Colleagues and Friends,

It is with great joy and heartfelt anticipation that I welcome you to the 2026 Joint Conference on Social Work, Education and Social Development (SWSD), to be held in the vibrant and beautiful city of Nairobi, Kenya.

As Chair of the Local Organising Committee, I am deeply honoured to extend this invitation to join us under the resonant theme “Harambee for Sustainable Shared Futures.” Harambee, a Swahili term meaning “all pull together”, is more than a word. It is a philosophy and a lived practice in Kenya and across the region. It reflects the very spirit of solidarity, community-building and collective responsibility that lies at the heart of social work and social development.

This conference will bring together social workers, educators, researchers, policymakers and community advocates from every corner of the globe to engage in rich dialogue, critical reflection and shared learning. Nairobi, a city known for its warmth, diversity and dynamism, provides the perfect setting for these global conversations as we reimagine futures grounded in equity, inclusion and sustainability.

Our Local Organising Committee is committed to ensuring your experience in Kenya is not only professionally enriching but also personally memorable. From engaging keynote addresses and insightful panel discussions to vibrant cultural exchanges and community visits, we look forward to creating a truly African welcome, one that celebrates the beauty of connection and the power of collective action.

Karibuni sana, welcome to Nairobi. Let us join hands in Harambee as we shape a better tomorrow for all.

With warmest regards



Charles Mbugua

Chair, Local Organising Committee
SWSD 2026 Nairobi



Conference THEME

The 2026 Global Social Work and Social Development Conference will take place under the theme “Harambee – Social Workers Unite for Sustainable Shared Futures.” Rooted in the Swahili concept of “Harambee,” meaning “all pull together,” the conference highlights the importance of unity, collaboration, and shared responsibility in addressing global challenges and advancing social justice.

This theme reflects the profession’s commitment to collective action in building sustainable, inclusive, and equitable futures. The conference will serve as a platform for practitioners, academics, policymakers, and communities to exchange knowledge, share best practices, and strengthen global networks.

Hosted in Kenya, the event is organised by the International Association of Schools of Social Work (IASSW), the International Council on Social Welfare (ICSW), and the International Federation of Social Workers (IFSW) in collaboration with the Global Agenda Taskforce and the local organising committee. Participants from around the world are invited to engage in dialogue and learning that promotes resilience and social transformation through solidarity and cooperation.

Karibu Kenya! Welcome to Africa!

Returning to **AFRICA & KENYA**



SWSD 2026 marks a significant milestone as the conference returns to Kenya—and the African continent—for only the second time in its history. Hosted in one of Africa’s most vibrant and forward-looking nations, the event reflects Kenya’s growing global influence in social development, community empowerment, and policy innovation. The decision to return to Kenya highlights the country’s strong commitment to strengthening social welfare systems and advancing inclusive development across the continent.

Set against Kenya’s culturally rich and dynamic environment, SWSD 2026 provides an inspiring platform for delegates to exchange knowledge, experience regional successes, and engage with Africa’s evolving social development landscape. This milestone gathering celebrates progress, fosters new partnerships, and honours Kenya’s leadership within the international social work community.



Why **PARTICIPATION** matters



SOCIAL IMPACT

Being part of SWSD 2026 means joining a global network committed to improving lives, strengthening societies, and shaping the future of social development worldwide. The conference brings together social workers, academics, NGOs, policymakers, and development partners—creating an unmatched platform for collaboration and practical innovation.

ECONOMIC IMPACT

Your participation extends far beyond dialogue. It directly supports initiatives that enhance service delivery, build professional capacity, and drive community-level transformation. Economically, SWSD 2026 contributes to regional growth by stimulating local industries and strengthening Africa's presence in the global development arena. By engaging in this conference, you help shape international policy, support sustainable solutions, and amplify the collective impact of the global social development community.



Key **OBJECTIVES**

GLOBAL NETWORKING OPPORTUNITIES



STRENGTHEN PROFESSIONAL NETWORKS



POLICY INFLUENCE & ADVOCACY



**HIGHLIGHT AFRICAN LEADERSHIP &
INNOVATION**



BUILD CAPACITY & SKILLS



PROFESSIONAL RECOGNITION



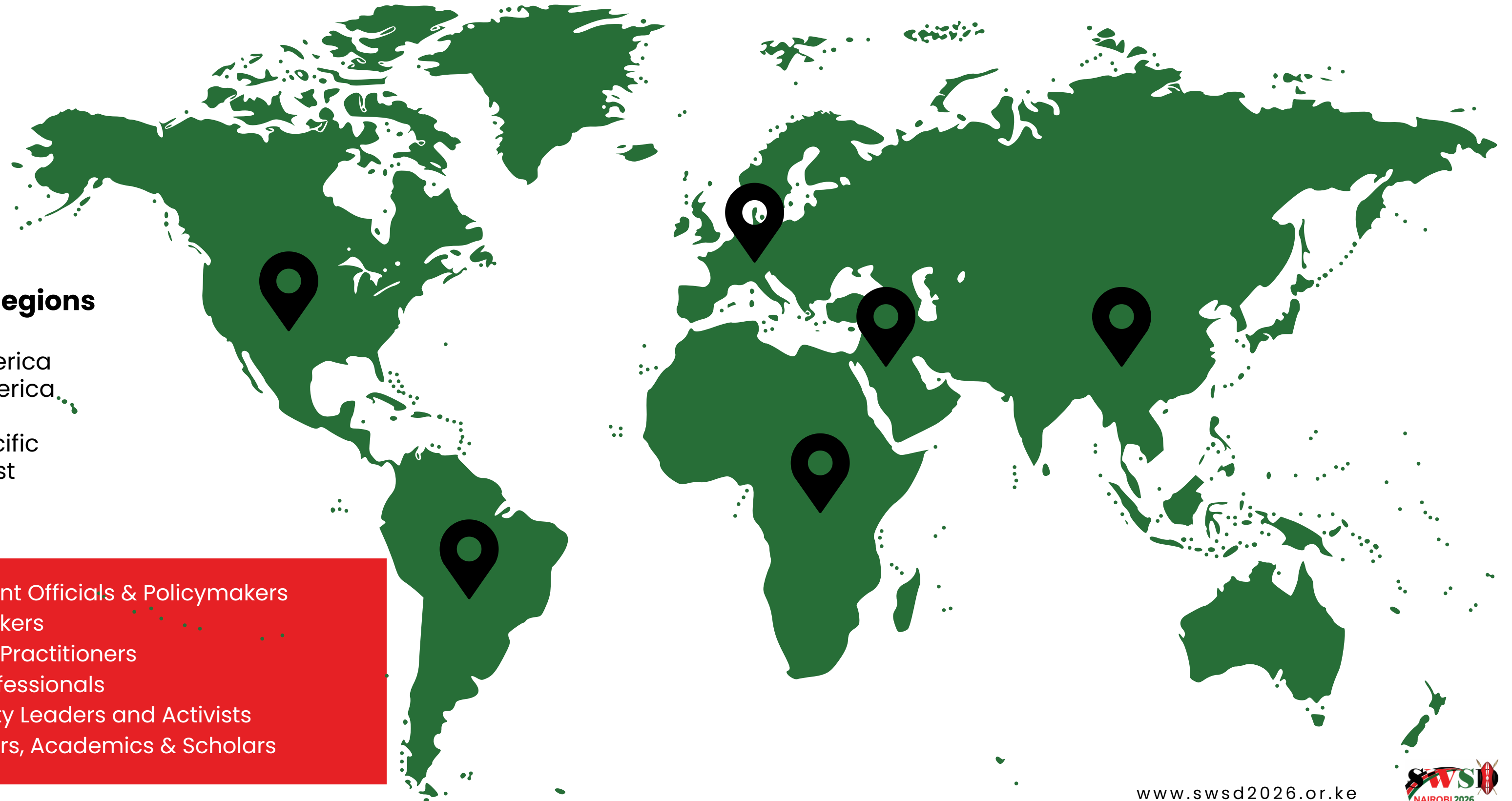
Attendee **PROFILE**

3000+

Targeted Regions

- North America
- South America
- Europe
- Asia & Pacific
- Middle East
- Africa

- Government Officials & Policymakers
- Social Workers
- Education Practitioners
- Health Professionals
- Community Leaders and Activists
- Researchers, Academics & Scholars





PREMIUM SPONSORSHIP

Platinum

USD 40,000

SPONSOR FEATURES

- 5 Email – blasts to the Participants (Content will be provided by the sponsor)
- 5 Social Media posts (Content will be provided by the sponsor)

PRE-CONGRESS

- Hyperlinked logo on website (Sponsor to provide logo)
- Logo on congress app with 100-word profile (Sponsor to provide logo)

DURING CONGRESS

- Logo on all relevant sponsor banners + holding slides at conference (Sponsor to provide logo)
- 60 Minute Symposium as part of the Program (subject to committee approval)
- 18sqm Exhibition Open Space Only
- 6x Social Congress Passes + Social Event Passes
- 4x Exhibitor Passes
- Recognition during the Opening and Closing Ceremony & Program
- 5 Minute speech/address at opening ceremony

PREMIUM SPONSORSHIP

GOLD (X1) USD 30,000

- 2 x Email Blasts
- 2 x Social Media Posts
- Hyperlinked logo on website
- Logo on signage at Conference
- 30 Minute Symposium
- 12sqm Exhibition Space Only
- 4 x Social Congress Passes
- 3 x Exhibitor Passes

SILVER (X2) USD 20,000

- 1 x Email Blasts
- 1 x Social Media Posts
- Hyperlinked logo on website
- Logo on signage at Conference
- 9sqm Exhibition Space Only
- 3 x Social Congress Passes
- 2 x Exhibitor Passes

BRONZE (X3) USD 10,000

- Hyperlinked logo on website
- Logo on signage at Conference
- 6sqm Exhibition Space Only
- 2 x Social Congress Passes
- 1 x Exhibitor Passes

CONGRESS WELCOME SPONSOR

Welcome Reception

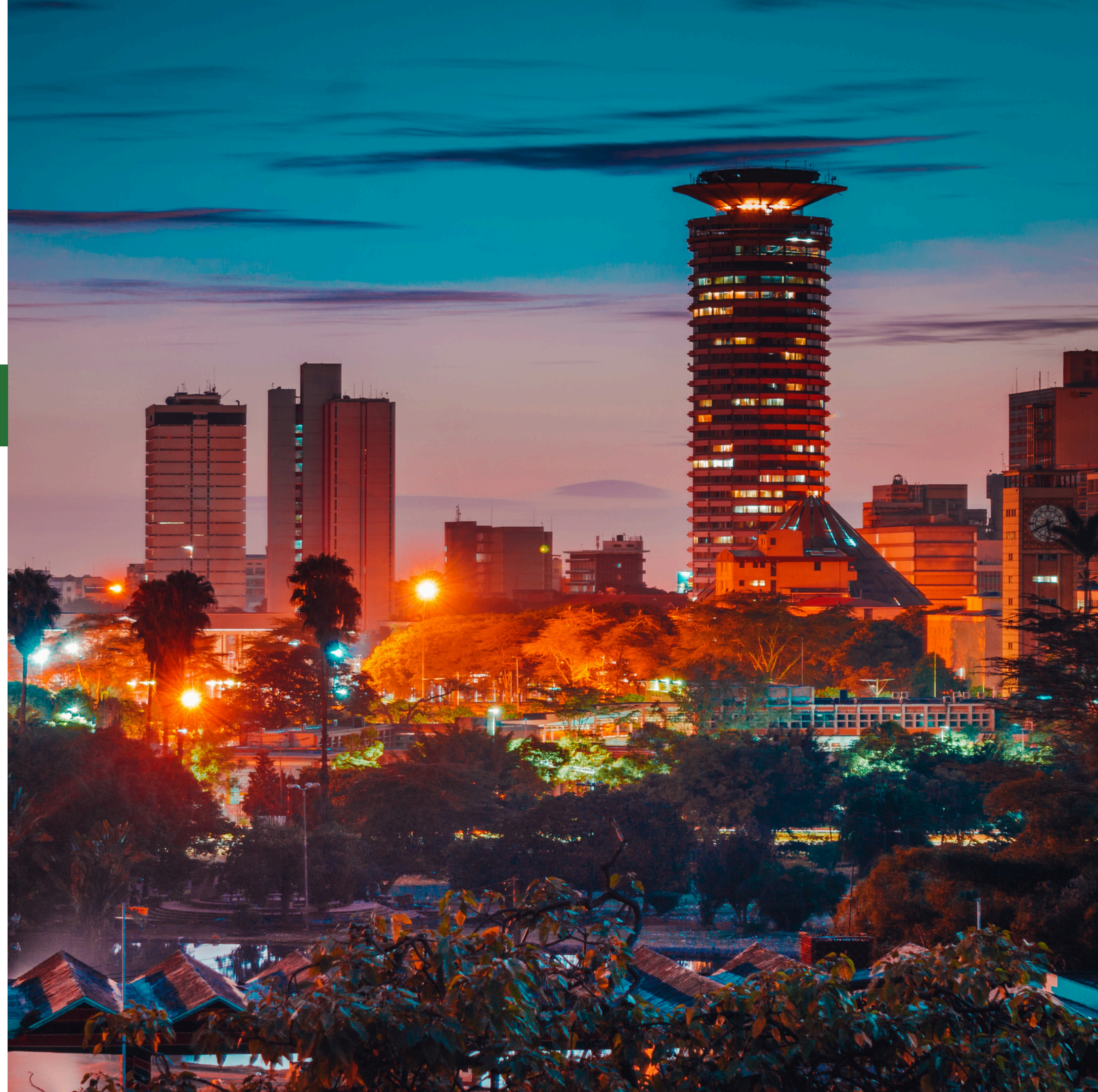
USD 15,000

Exclusive Sponsorship of the CONGRESS' Welcome Reception

BENEFITS

- 10 Minute Welcome Speech
- Banners displayed at event (Sponsor to provide)
- 2 x Congress Passes
- Acknowledgement on website, app and sponsor banners

www.swsd2026.or.ke





SYMPOSIUM SPONSOR

30 Minute Symposium

USD 10,000

Take this unique opportunity to join "Social Workers & Development Workshop" and effectively reach hundreds of the World's Leading International Professionals by supporting our interesting Programme for both Senior and Junior professionals in the industry

The company logo shall be placed as "Symposium Sponsor" on the material below:

- 30 Minute Symposium Session
- Hyperlinked logo on website
- 1x Newsletter to the "Social Workers & Development Workshop" database
- 1x Push Notification on Congress app (this includes promotion of speaker and symposium with advertising sponsoring company)
- Company logo will be promoted on screen before the symposium starts
- Company has the right to 1x pop up banner (600mm x 1600mm) displayed in the sponsored Session Hall for the allocated time provided (company is responsible for the production, set-up and strike of the banners in the venue before and after the sponsored session)

BRANDING SPONSORSHIP OPPORTUNITIES



EXHIBITION RAW SPACE FROM USD 260

An exhibition will run alongside the conference, offering organisations the opportunity to showcase their products and services to a targeted audience. Exhibition space is available from USD 260 per square metre.

To enquire about booking exhibition space, please contact the Sponsorship Manager, Aaron Crowie, at acrowie@paragong.com or +27 78 120 3612.

COFFEE SPONSOR USD 7,000

- Branding in coffee area (Sponsor to provide branding)
- Acknowledgement on website, app and sponsor banners
- 1 x Complimentary Registration

CONGRESS LANYARDS USD 10,000

Your logo will be prominently displayed on the official Congress Lanyards (sponsor will be responsible to produce and to provide the Lanyards).

ADDITIONAL SPONSORSHIP OPPORTUNITIES

ADVERTISING BOARD – USD 1,500

A high-impact visual installation within the main conference circulation area showcasing leading research, publications, and thought leadership aligned with the congress themes. This feature wall serves as a central knowledge hub, allowing delegates to discover curated publications, reports, or research outputs via QR codes, while prominently displaying partner branding in a premium, high-traffic space.

- Positioning as a thought leader in social work, development, or policy
- Direct engagement with 3,000+ global delegates through QR-driven content access
- Long dwell-time exposure in a high-traffic networking zone
- Association with knowledge, research, and sector advancement
- Opportunity to feature publications, reports, toolkits, or flagship initiatives

PROMOTIONAL INSERT – USD 500

Inclusion of promotional material, such as leaflets distributed at the registration desk (please note that the material should be provided by the Sponsor and must be approved by the Comitee [Max pages 4 and size A4]).

CONGRESS APP – USD 5,000

The Sponsoring Company will have the opportunity to have full recognition on the Congress app, including a splash image on landing page, company profile, logo, contact details on the home page and 1x push notification per day during the Congress.



PREVIOUS EDITIONS FACTS & FIGURES



100+

EXHIBITING BRANDS



500+

PRODUCTS SERVICES



3000+

TRADE VISITORS



100+

PARTICIPATING COUNTRIES

MARKETING REACH

- TV Ads
- Radio Ads & Mentions
- Emails
- SMS
- Social Media
- Influencers
- Digital Marketing
- Flyers & Posters



WHY ATTEND?



Learn from Global Experts

Access cutting-edge research, innovative practices, and evidence-based interventions presented by leading voices in social work and social development.

Build Strategic Partnerships

Connect with 2,500+ professionals from six continents, fostering collaborations that extend beyond the conference and create lasting professional relationships.

Enhance Your Practice

Participate in workshops, training sessions, and interactive learning experiences designed to strengthen competencies and advance your professional development.

Experience African Innovation

Engage directly with African practitioners, visit community programs, and gain insights into indigenous approaches to social development that are transforming lives across the continent.

WHY EXHIBIT?

Targeted Audience Access

Reach decision-makers, practitioners, researchers, and policymakers who influence social development programs, funding, and implementation worldwide.

Elevate Brand Visibility

Position your organization as a leader in social development through prominent placement, recognition at ceremonies, and comprehensive promotional opportunities.

Generate Quality Leads

Engage directly with potential partners, clients, and collaborators in a focused environment designed for meaningful business development and relationship building.

Demonstrate Thought Leadership

Showcase your innovations, services, and solutions through symposia, promotional materials, and direct interactions that establish your expertise in the field.



Ready to Partner with Us?

For detailed information, custom packages, or to secure your partnership, please contact our dedicated sponsorship & exhibition manager:

Aaron Crowie

Sponsorship Manager

acrowie@paragong.com

+27 78 120 3612

www.swsd2026.or.ke